

A woman with long, dark, wavy hair is the central figure. She is wearing a light yellow, short-sleeved top with a subtle pleated or ribbed texture. Her right hand is raised, with her fingers gently touching her cheek and hair. Her left arm is extended across the bottom of the frame, with her hand resting on a surface. She is looking off to the side with a soft, contemplative expression. The background is a solid, vibrant pink. The overall lighting is soft and even, highlighting the texture of her hair and clothing.

# MONDAY

HAIRCARE

## MONDAY Haircare Expands Award-Winning Range With New SMOOTH Heat Protectant Spray

MONDAY Haircare, the beauty brand hailed as a “global phenomenon,” “cult favorite” and “a coup in the beauty industry,” is thrilled to announce the latest addition to its award-winning haircare range: SMOOTH Hair Protectant.

Designed for all hair types and textures, MONDAY Haircare’s SMOOTH Heat Protectant does more than just protect. Infused with protective Keratin, this lightweight spray creates an invisible barrier against high temperatures up to 450°F from straighteners, curling irons, and blow dryers, leaving hair with a smooth, polished finish. It works to reduce breakage and helps maintain hair strength, so your hair stays healthier, even with regular heat styling.

Infused with MONDAY’s signature Gardenia scent, the SMOOTH Heat Protectant aligns with the brand’s beloved Shampoo and Conditioner collections. Like all MONDAY products, it is dermatologically tested, pH-balanced, and free from sulfates and parabens, making it gentle enough for daily use. It is also certified cruelty-free under the Leaping Bunny programme and PETA-approved, reflecting MONDAY Haircare’s commitment to sustainable beauty without compromise.

Since its inception, MONDAY Haircare has redefined accessible luxury in beauty, offering salon-quality formulas at an affordable price. With the launch of its SMOOTH Hair Protectant, MONDAY continues to deliver on its promise of making every day a good hair day. Whether you’re straightening, waving, or blow-drying, this spray shields strands from heat styling and helps reduce breakage. Hair is left soft, shiny, and frizz-free.

### Launching In The US December 2025: SMOOTH Heat Protectant







## About MONDAY Haircare

With thousands of 5-star reviews, MONDAY Haircare is now in 44 countries and 80,000 doors with 200 of the world's biggest retailers, and is the #1 haircare brand on TikTok. Featured by the likes of Vogue, Vanity Fair, WWD, Forbes, Refinery29 and Allure—and with several major beauty awards from Cosmo, Glamour and InStyle, along with being named 'Haircare Brand of the Year 2024' by Glossy—MONDAY is cult haircare without the cult price tag.

## About The Founder

Auckland-based beauty entrepreneur Jaimee Lupton is the founder of MONDAY, a range of haircare designed for more good hair days. Since launching the brand in early 2020, Lupton has been featured by the likes of Vogue, Forbes, WWD and Vanity Fair, and was also named as Mumbrella's Under-30 Achiever of the Year for 2021. Lupton is also the co-founder of multi-award-winning Gen Z & Gen Alpha brands, being haircare and DAISE. Building a cohort of future-focused brands based on modern consumers' values and desires, Lupton is hyper-focused on democratizing beauty by bringing premium offerings to accessible settings.